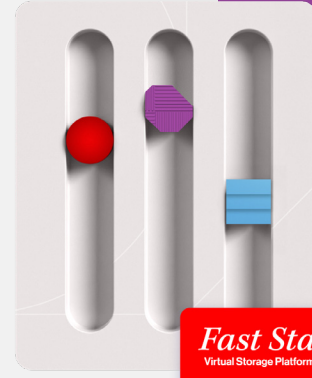


Hitachi Vantara

Fast Start Sales Incentives

Activity-Based Incentives for Partner Sellers



Earn up to \$1,250 USD for Driving New Logos Across the Finish Line.

Get ready to shift into high gear with Hitachi Vantara's Fast Start Sales Incentives – designed to reward you at every turn of the sales cycle. From first meetings to impactful demos and registered opportunities, every qualified motion puts you closer to the finish line.

Register Now*

Incentives

\$100 USD	\$200 USD	\$100 USD	\$200-\$300 USD	\$50-\$100 USD
Generate a Sales Appointment	Host a Center of Excellence Demo	Submit an Approved Deal-Registration	Registered Bill Opportunity	Completed Certifications

Incentive activity must be validated by the Hitachi Vantara Team. Payment will be made only once per new logo.

*Please confirm that your company allows participation in incentive programs before registering for this program.

Program Period: April 1, 2025 to March 31, 2026

Eligible Regions: Latin America

Participant Eligibility Requirements:

- The Partner Seller earning the Sales Incentive(s) **must** be employed by a Partner Company that is compliant with the Hitachi Vantara Partner Program and is Member Level or above.
- Partner Company allows Partner Seller to participate in Hitachi Vantara incentive program and receive payments from Hitachi Vantara agency Attach Americas.
- Partner Sellers are defined as partner representatives serving in either Sales or Pre-Sales roles.
- To participate, Partner Sellers **must** register for the program and accept the Program Terms and Conditions on the Incentive Portal at <https://www.HVsalesincentives.com>.
- Partner Sellers receiving a payout **must** reside in the eligible regions listed above.

For further information about this exclusive program, contact your Hitachi Vantara Partner Sales Manager or your preferred Distributor:



Payouts:

- Each incentive category, except for the Certifications category, is capped at five (5) payouts per Partner Seller during the program period; Certification payouts are capped at eight (8) payouts per year per Partner Company (see Certification category below for additional details).
- The total maximum aggregate payout per Partner Seller, including Certifications and Closed Opps is \$1,250 USD.
- Payouts are typically issued once per quarter, but frequency may be increased depending on overall program claim volume.
- Incentive prizes will be paid in the form of gift vouchers available in the country/market where the recipient is located.
- Payouts are non-cash-convertible and non-transferable.
- Partner Sellers are solely responsible for any applicable taxes resulting from incentive payouts.
- Public Sector/Government end-user accounts are **ineligible** to receive program payouts, even when paid to partner sellers.

Sales Incentive Categories:

Sales Appointment: \$100 USD per Qualified Sales Appointment

Qualified Appointment Definition:

- Partner Sellers **must** request an appointment for the end-user prospect via the Incentive Portal at <https://www.HVsalesincentives.com>.
- The End-User Company or Organization **must** be 'New' – one that has not made a purchase with Hitachi Vantara in the past three (3) years, excluding renewals.
- The appointment **must** be a scheduled 30-minute meeting.
- Attendees of the Qualified Appointment **must** include 'New' End-User Influencer(s), Partner Seller, Hitachi Vantara Inside Sales Representative (ISR), and may include one of the following Hitachi Vantara Partner Account Manager (PAM), Hitachi Vantara Field Sales Representative (CE), Sales Engineer (SE), or Solutions Consultant (SC).

Demonstration via Center of Excellence (CoE): \$200 USD per Qualified Demonstration.

Qualified Demonstration Definition:

- Partner Sellers **must** request a CoE Demonstration via the Incentive Program Portal at <https://HVsalesincentives.com>.
- The End-User Company or Organization **must** be 'New' – one that has not made a purchase from Hitachi Vantara in the past three (3) years, excluding renewals.
- Deal Registration **must** be for the same 'New' End-User company that attended the Qualified Sales Appointment or Demo Appointment.
- Attendees of the CoE Demonstration **must** include 'New' End-User Influencer(s), Partner Seller, Inside Sales Representative (ISR) and may include one of the following: Hitachi Vantara Partner Account Manager (PAM), Hitachi Vantara Field Sales Representative (CE), Sales Engineer (SE), or Solutions Consultant (SC).

Deal Registration: \$100 USD per Approved Deal Registration.

Qualified Deal-Registration Definition:

- Deal Registration **must** be for the same 'New' End-User company that attended the Qualified Sales Appointment or Demo Appointment.
- Deal Registration **must** be for a 'New' End-User Company or Organization – one that has not made a purchase from Hitachi Vantara in the past three (3) years, excluding renewals.
- Deal Registration **must** be submitted by the Partner Seller or a Hitachi Vantara Authorized Distributor via the Hitachi Vantara Partner Portal and **must** include the Hitachi Vantara Sales Incentive Campaign ID: **FY25-Q1-DGI-FY25_Sales_Incentive-Ptnr-AMER-OPT**.
- Partner Sellers **must** submit their Deal Registration claim via the Incentive Program Portal at <https://HVsalesincentives.com>.

Billed Opportunity: \$200-\$300 USD per registered Billed Opportunity.

Qualified Billed Opportunity Definition:

- Billed Opportunity **must** be for a 'New' End-User Company or Organization – one that has not made a purchase from Hitachi Vantara in the past three (3) years, excluding renewals.
- Payouts:
 - \$300 USD payout per registered, billed opportunity, with a 'New' End-User Company.
 - \$200 USD payout per registered, billed opportunity, with an **existing** Hitachi Vantara Customer.

Certifications: \$50-\$100 USD for Completed Certifications.

Qualified Completed Definition:

- Partner Seller **must** register for tests on the Hitachi Vantara partner portal and provide proof of test completion with a passing grade/result.
- Payouts:
 - The **Certifications category** is capped at four (4) payouts per Partner Company per quarter: A maximum of two (2) completed Sales Certifications and two (2) completed Pre-sales Certifications are allowed per quarter with a **maximum** of eight (8) payouts per Partner Company per year.
 - \$100 USD payout for completing and passing a Hitachi Vantara **Pre-sales** Certification test.
 - \$50 USD payout for completing and passing a Hitachi Vantara **Sales** Certification test.

Program Disclaimer: Hitachi Vantara reserves the right to deny any ineligible program submissions and to change or cancel this Incentive Program at any time without prior notice.

For information or questions about the program contact:

hvsalesincentives@attachamericas.com

Standard Terms and Conditions for Hitachi Vantara Partner Incentive Programs in the Americas

THE FOLLOWING TERMS AND CONDITIONS (“**TERMS**”) APPLY TO ALL HITACHI VANTARA PARTNER INCENTIVE PROGRAMS (EACH, A “**PROGRAM**”) OFFERED ACROSS ALL PARTICIPATING COUNTRIES, INCLUDING THE UNITED STATES, CANADA, AND LATIN AMERICAN (LATAM) COUNTRIES. THESE TERMS MUST BE READ AND ACCEPTED IN CONJUNCTION WITH SPECIFIC TERMS SET OUT IN THE SPECIFIC INCENTIVE OFFER DOCUMENT (“**PROGRAM TERMS**”), THE ONLINE TERMS INCORPORATED HEREIN BY REFERENCE, AND THE **TERMS** OF THE HITACHI VANTARA PARTNER PROGRAM, INCLUDING THE PROGRAM MANUAL, BUSINESS MODEL GUIDES, AND PARTNER AGREEMENT (“PARTNER PROGRAM”).

1. The PROGRAM

The Hitachi Vantara Partner Incentive Program provides eligible Hitachi Vantara Partners with the opportunity to earn incentives when completing qualifying activities, as described in the specific incentive offer **PROGRAM TERMS**.

2. Program Promoter

The Promoter of this Program is Hitachi Vantara LLC. References to “Hitachi Vantara” in this **PROGRAM** include the Promoter and its worldwide-related companies within the Hitachi corporate group, as applicable.

3. Program Period

PROGRAM periods will be stated in the specific incentive offer **PROGRAM TERMS** and may be modified or terminated by Hitachi Vantara at its sole discretion.

4. Eligible Participants

Participation is open only to Hitachi Vantara Partners who are Member level or above under the Hitachi Vantara Partner Program, who have an active Partner Program Agreement, and are in compliance with all requirements. Participants must remain in good standing for the duration of the **PROGRAM**. By participating in this **PROGRAM**, Participants are deemed to have accepted these **TERMS** and entered into a binding agreement with Hitachi Vantara. If any Participant does not wish to accept these **TERMS**, they should refrain from participation. If, during the Program Period, the Participant's status changes so that they are no longer eligible to participate in the **PROGRAM**, they will be automatically excluded from the **PROGRAM**.

5. Government Sales

Sales to the United States Federal Government are ineligible, unless otherwise stated in the specific incentive offer **PROGRAM TERMS**. Other government sales, including those to State-Owned Entities (SOEs), are eligible only where not prohibited by applicable law or regulation and stated in the specific incentive offer **PROGRAM TERMS**. Partners are solely responsible for determining customer eligibility, complying with applicable laws, and disclosing incentives where required.

6. Claims and Program Requirements

In order to have a valid claim for a **PROGRAM** Incentive as described in these **TERMS** (“**Claim**”), Participants must demonstrate to Hitachi Vantara's satisfaction that they have fully met all the **TERMS** of the **PROGRAM**, including (where applicable) the requirements under the Partner Program (“**Program Requirements**”). For a Claim to be valid, it must also be made in accordance with all applicable terms referenced in the specific incentive offer **PROGRAM TERMS**. Unless stated otherwise in the specific incentive offer **PROGRAM TERMS**, a Participant cannot be awarded more than one Program Incentive per Claim and per Program. For the purposes of this **PROGRAM**, the specific incentive offer Program Requirements are set out in each incentive offer **PROGRAM TERMS**.

7. Program Incentive

If a Participant achieves the Program Requirements, Hitachi Vantara will pay the relevant Program Incentive to the Participant in the Hitachi Vantara fiscal quarter that follows the date when the qualifying solution was sold. Incentive amounts, forms, and payment timelines will be defined in the specific incentive offer **PROGRAM TERMS**. Incentives are non-transferable, non-exchangeable, not cash-convertible, and may be subject to tax reporting and withholding requirements. Partner Sellers are solely responsible for any applicable taxes resulting from incentive payouts.

8. Partner Disclosure

The Partner Seller is solely responsible for ensuring that their participation in this Program and receipt of any incentive payments comply with the end-user customer's own procurement rules, ethics policies, codes of conduct, or other applicable guidelines. This responsibility includes, but is not limited to, the obligation to disclose the existence and nature of this incentive to the end-user customer if required by such policies. Hitachi Vantara shall have no liability or responsibility for a Partner Seller's failure to comply with any such end-user policies.

9. Program Availability

Programs are available in participating countries as set forth in the specific incentive offer **PROGRAM TERMS** and subject to applicable laws and regulations.

10. Governing Law

The **PROGRAM** will be governed by the governing law stated in the Participant's Partner Program agreement with Hitachi Vantara, and if no governing law is stated there, the **TERMS** of the Program are governed by the laws of the State of New York, United States of America

11. Additional Terms

Additional terms apply to this Program and are hereby incorporated by reference. These additional terms are located on Hitachi Vantara's Incentive Portal at <https://hvsalesincentives.com>. By participating in this Program, Participants are deemed to have downloaded and accepted these additional terms. Any questions regarding this Program should be addressed to the Participant's Partner Manager or Authorized Distributor.

Hitachi Vantara

Corporate Headquarters
2535 Augustine Drive
Santa Clara, CA 95054 USA
[Hitachivantara.com](https://hitachivantara.com) | community.hitachivantara.com

Contact Information
USA: 1-800-446-0744
GLOBAL: 1-858-547-4526
[Hitachivantara.com/contact](https://hitachivantara.com/contact)

